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DETROIT

A National Newspaper for Every Branch of the Industry

Automotive Daily News

PASSENGER CAR · TRUCK · TIRES · TRACTOR · ACCESSORIES

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DODGE SALES OF 40,000 FOR JULY UPSET PRECEDENTS

Retail Deliveries for Month Downward In Past Years

DETROIT, Aug. 2.—Dodge Brothers' July retail sales will approach 40,000 vehicles, making that month the record July in company's history, according to Edward G. Wilmer, president.

At the same time it is learned that stocks of cars in dealers' hands or in transit are approximately 21,000, considered a subnormal figure.

This showing of retail sales compares with approximately 23,700 in July, 1925, and is doubly significant because over a period of years the curve of retail deliveries is downward in July. Orders for trucks for week ended July 24 averaged 200 a day.

While earning the first six months of 1926 were approximately the same as in the first six months of 1925 on a volume of business nearly $40,000,000 greater this year (being $15,801,364 before interest and taxes on sales of $156,041,866, or 10 per cent. against $15,843,259 on sales of $117,045,569, or 13½ per cent. last year) it is stated by competent authorities that the third quarter report will make a decidedly better showing as to rate of profit on sales.

E. G. Wilmer

Lower earnings on dollar turnover during first six months of 1926 were due to causes which are being rapidly corrected under the Wilmer regime. Economies in operation costs are being effected in many directions.

The following table shows retail deliveries by dealers of passenger cars and trucks for May, June and July for 1925 and 1926 as shown by weekly returns:—

CARS AND TRUCKS

1926—Week ended		1925—Week ended	
May 2	9,700	May 9	5,573
May 15	9,567	May 16	5,596
May 22	9,141	May 23	5,707
May 29	9,252	May 30	5,402
Total	37,660	Total	22,278
June 5	7,231	June 6	5,102
June 12	7,648	June 13	5,435
June 19	7,134	June 20	5,387
June 26	5,392	June 27	5,112
Total	27,045	Total	21,036
July 3	9,151	July 4	4,847
July 10	7,251	July 11	5,078
July 17	7,460	July 18	4,767
July 24	7,060	July 25	4,561
July 31 est.	8,000		
Total	38,922	Total	19,253

MICHIGAN ROAD FUNDS $12,400,000 FOR 1927

Detroit, Aug. 2.—Michigan has available for state highway construction $12,400,000, for use in the fiscal year ending June 30, 1927. Total revenues for the year, according to the State Highway Department, are estimated at $38,642,873, with known expenses and expenditures for purposes other than highways of $26,192,634.

BUS SERVICE OFFERED TO N. Y. AT 5-CENT FARE

New York, Aug. 2.—Bus service with 5-cent fares within the boroughs of Manhattan, Brooklyn, The Bronx and Queens is proposed for New York city by the Service Bus Corporation in an amended application for a bus franchise.

As soon as a franchise is issued banking interests are prepared to underwrite it and the International Harvester Company has agreed to supply more than 1,000 new buses for the proposed system, it is explained.

PLAN SURVEYS FOR NEW ROADS

WASHINGTON, Aug. 2.— Results of an extensive survey and eventual construction of new Federal highways in New Hampshire and Vermont is expected to give valuable impetus to automotive travel in the two New England states.

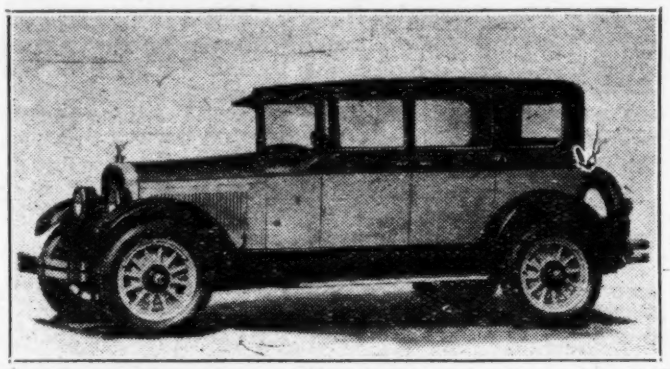
The survey, which has just been started by the United States Bureau of Public Roads in co-operation with the state highway departments of the two states, will include development of plans for future road construction, based on data covering number of passengers, origin and destination of automobiles using the roads and purpose of travel whether for business or pleasure.

As planned the surveys are to run for three months with thirteen recording parties taking data twice during the period at each of 142 sections of New Hampshire and twelve parties recording traffic at 130 stations in Vermont.

In general the same methods will be used as in the Connecticut, Cook county, Ill., Pennsylvania and Ohio surveys. For passenger vehicles the data will show the number of vehicles passing the station during each hour, the state in which they are licensed, the number of passengers each carries, whether the purpose of travel is for business or pleasure, whether passengers are from city or farm, whether the travel is an extended tour or a short trip, the origin, destination, length of trip, and the number of miles of travel within the state.

Chandler's 1927 Line Embraces Nineteen Different Body Types

CHANDLER'S BIG SIX LEADER—This new Metropoltan Sedan is listed at $1,595. It is finished in attractive lotus blue, striped with bronze.



Price Reductions Announced Range From $360 to $60

CLEVELAND, Aug. 2.—The new 1927 Chandler line was displayed last week for the first time by the Chandler - Cleveland Motors Corporation at a huge convention held at factory headquarters here. More than 1,800 delegates inspected the new models.

Display of the 1927 line occupied most of the time of the convention delegates, after the morning session of the first day, which was addressed by F. C. Chandler, president; Sid Black, sales manager; J. V. Whitbeck, vice-president, and Harrison Goldsmith, Southern sales manager of the Chandler organization.

Sid Black

The entire 1927 Chandler line embraces nineteen different body styles including six full-sized sedans, five coupes of two and four passenger capacity, two smart roadsters and six touring models.

Mechanical four-wheel brakes of external contracting design and the "One Shot" system of automatic chassis lubrication, introduced on the Cleveland Six several years ago, will be standard equipment on all the new 1927 Chandler models.

Price reductions ranging from $360 to $60 were announced on the Big Six series.

Other mechanical innovations on the new 1927 Chandler models include:—

Air Cleaner, which purifies all air as it enters the carburetor, eliminating all dirt and dust, and the possibility of abrasive qualities from the power plant.

Oil Filter, through which all oil circulates, thereby cleansing and lengthening the life of the lubricant, as well as the motor, also prevents any possible dirt and sediment from reaching the bearings or vital units.

The New Motorstat, which insures the motor operating at normal running temperature, regardless of atmospheric or climatic conditions.

The new Metropolitan Sedan on the Big Six chassis, listing at $1,595, is the leader of the Big Six line.

This has been reduced $360 in price.

It is finished in attractive lotus blue, with an upper structure of gleaming, lustrous black. The wheels are finished in lotus blue, striped with bronze.

An optional color choice of attractive, two-tone silver gray and sheridan gray lacquer, with an upper structure of deep, lustrous black, is available, at no extra charge to the purchaser. Special striping is parallel with bead and belt, wheels are finished in silver gray with black hubs, and all win-

(Continued on Page 7)

Locks Discounted By Underwriters

Chicago, Aug. 2.—Experience of automobile underwriters having demonstrated that locking devices for automobiles are used but comparatively little by owners when parking their cars, the National Automobile Underwriters' Conference has formally notified the National Automobile Manufacturers' Association that in the preparation of the new rate manual for January 1, 1927, no credits will be given for use of locking devices.

The insurance men point out that this action is taken because of the failure of so many owners to use the locks when parking their cars, and not because the locks are ineffective. In this connection attention is called to the fact that during a recent investigation of the matter it was found that of eighty-six cars parked on the lake front in Chicago fifty-four were found to be unlocked and could have easily been driven away by any person familiar with the mechanism of the car.

Reductions on Chandler Models

Cleveland, Aug. 2.—Following is the complete Chandler line with new prices and reductions indicated:—

BIG SIX SERIES

		Price reductions
Sport touring, 5-pass.	$1,545	$60
Touring, 7-passenger	1,645	60
Roadster, 2-4-pass. (rumble seat)	1,695	60
Sedan, 7-passenger	1,795	260
20th Century sedan, 5-pass.	1,495	155
Metropolitan sedan, 5-pass.	1,595	360
Coupe, 4-passenger	1,675	...
SPECIAL SIX SERIES		
Touring, 5-passenger	1,145	45
Sport touring, 5-pass.	1,295	45
Coupe, 2-passenger	1,195	65
De luxe coupe, 2-pass.	1,285	85
Sedan, 5-passenger	1,295	95
STANDARD SIX SERIES		
Touring, 5-passenger	945	35
De luxe touring, 5-pass.	1,005	15
Coupe, 2-passenger	1,035	35
De luxe, coupe, 2-pass.	1,125	45
Sedan, 5-passenger	995	130
De luxe sedan, 5-pass.	1,095	140
Sport roadster, 2-4-pass. (rumble seat)	1,135	...

FIRESTONE RUBBER REPORT READY FOR COOLIDGE

Paul Smiths, N. Y., Aug. 2.—Harvey S. Firestone, Jr., son of the rubber manufacturer of Akron, will make a report on rubber tree growing conditions in the Far East to President Coolidge tomorrow.

Mr. Firestone has recently made a trip of inspection in the Far East and is to be received at the executive offices during a visit to this region.

The rubber situation has long occupied the attention of the President and Secretary Hoover, in the hope that the United States may be made more independent of British markets.

The situation confronting the American consumer in the face of a raw product market largely controlled by the British has given concern to the administration, and the Firestone interests have taken the lead among American business men in efforts to find a way for a source of raw rubber to be established in American hands.

DETROIT CLUB LOSES

Akron, O., Aug. 2.—Five goals scored by Leonard Firestone and three by Russell, defeated the Detroit Polo Club team in its match with Chagrin Valley Hunt Club B's.

Used Car Situation Abroad Troublesome

Special from A. D. N. Washington Bureau

WASHINGTON, Aug. 2.—The used car situation abroad is becoming more and more comparable with that existing within the United States on account of the increasing tendency of foreign users of American cars to make trade-ins for new models.

As a result of this condition which is spreading wherever American cars are sold, the automotive division of the Department of Commerce is discouraging efforts of American exporters to sell used cars abroad. If carried out, the practice would tend to aggravate the situation and at the same time undermine the prestige of new cars being shipped to other countries, it was pointed out today by Irving H. Taylor, chief of the automotive division.

Reports are being constantly re-

(Continued on Page 2.)

STUDEBAKER CORP. PAYS QUARTERLY DIVIDENDS

South Bend, Ind., Aug. 2.—The Studebaker Corporation declared the regular quarterly dividend of $1.25 on the common, payable September 1 to stock of record August 10.

The regular quarterly dividend of $1.75 on the preferred was also declared, payable September 1 to stock of record August 10.

JUNE MID-WEST SALES DROP OFF

But Business for Half Year Higher Than In 1925

CHICAGO, Aug. 2.—June sales of Middle West automobile retailers reporting to the Federal Reserve Bank fell below the corresponding month in 1925 for the first time this year.

Decline in number sold was 7.5 per cent. and in value 3.8 per cent. For the first five months this year sales of reporting retailers had shown the following percentage gains over last year in number and value, respectively: January, 15.6 per cent., 18 per cent.; February, 4.9 per cent., 0.9 per cent; March, 15.8 per cent., 11.2 per cent.; April, 4 per cent., 7.1 per cent.; May, 7.8 per cent., 15.5 per cent.

Retail sales also fell off from preceding month, while wholesalers reported a sales decline from the preceding month for the second consecutive month.

The following table shows precentage changes in June distribution of automobiles by reporting companies from preceding month and corresponding month last year:—

	Percentage change from May,'26	from June,'25
Number new cars sold wholesale	— 2.7	+ 6.9
Value new cars sold wholesale	— 9.0	+ 5.6
Number new cars sold retail	—20.0	— 7.5
Value new cars sold retail	—24.1	— 3.8
Number new cars on hand June 30	—18.9	+ 55.9
Value new cars on hand June 30	—19.2	+ 49.8
Number used cars sold	— 9.0	+ 11.7
Number used cars salable on hand	— 8.4	+ 43.4
Value used cars salable on hand	— 8.4	+ 49.8

For the first half of the year the number of new cars sold by reporting wholesalers was 16.7 per cent. above the period and their value was 12.4 per cent. higher. The number sold by retailers was 4.9 per cent. more and their value 8 per cent. more. The monthly average number of new cars on hand was 46.7 per cent. greater, with the value 30 per cent greater.

The monthly average number of salable used cars on hand was 23.6 per cent. above the average for the first half of 1925, and their monthly average value was 15.9 per cent. higher. The number of used cars sold in the first half was 8.3 per cent. above the corresponding period last year.

Deferred payment sales reported by 38 dealers averaged 50.5 per cent. of total retail sales, against 51.5 per cent. in May and 47.2 per cent. in June, 1925.

STEARNS OUTPUT HIGH ON 27TH ANNIVERSARY

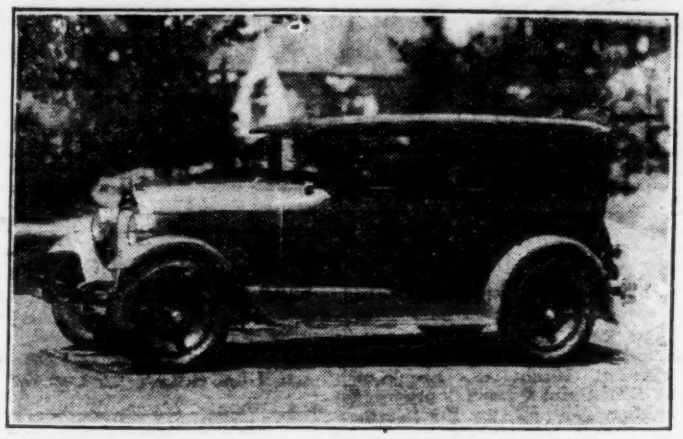
Cleveland, Aug. 2.—The F. B. Stearns Company, in celebrating its twenty-seventh anniversary in the automotive industry, announces peak production for the company at this time and says the outlook for next year is the brightest it has been in the history of the concern.

The company has enjoyed thus far in 1926 a 50 per cent. increase in production over last year, officials state. Plans are now under way for an extensive expansion during the next twelve to eighteen months.

RICKENBACKER MAKES RECORD LOW GEAR RUN

Detroit, Aug. 2.—Successfully completing what is declared to be one of the most spectacular low gear runs ever attempted, a standard stock Rickenbacker 6 coupe-sedan was driven from Los Angeles to Santa Barbara and return sealed in low last week. The car was driven by Warren Erickson of the Rickenbacker Motor Company at the average speed of 17 miles per hour. The distance for the round trip is 210 miles.

DAVIS IMPERIAL SEDAN—Many improvements are incorporated in this new Davis model, which is mounted on the company's 92-27 chassis. It is priced at $1,795.



Goodyear Tire of Canada Expects Big Gain in Earnings

Montreal, Aug. 2.—A vast improvement in earnings may be anticipated for the next annual report of the Goodyear Tire and Rubber Company of Canada. Business for the company's year to date, covering the period from October 1 to June 30, is better than 75 per cent. higher than for the corresponding period of last year and net profits should be in line with this increase in business, officials state.

With the exception of the dealers' business, which has not been up to expectations, trade in all lines has been exceptionally good and, should a good crop materialize in the West, the business of the company is expected to be very large in the next few months. Dealers' business has been somewhat unsatisfactory owing to the late spring, which always retards the resale of tires and also partly because consumers and dealers bought beyond their immediate requirements at the time prices were advancing last summer and early fall.

The wide flunctuations in the rubber market have been a handicap for the tire manufacturers, but the indications now are that the price of rubber has about reached the bottom.

Earnings of Goodyear in the 1925 year amounted to $1,462,852, compared with $1,275,377 in 1924, while net profits were $1,049,441 and $837,734 for the two years, respectively. Just about half the net profits of 1925 were paid out in preferred dividends on the regular distribution totaling $521,988, while, in addition, $157,500 was paid on arrears of preferred dividends. It has been pointed out that in view of the conditions which have been prevailing in the rubber market the company has been conserving its cash resources rather than making further payments on the arrears of $236,250 still to be paid on the preferred.

However, in view of the favorable business situation referred to above there would now seem to be reason to anticipate that the liability on account of the preferred stock could readily be discharged. The net profits in 1925, if equaled in the current year, would be more than sufficient to take care of the year's dividends and the accumulated dividends of the preferred issue, officials state.

With continued expansion in the company's business, the completion of the southeast wing of the big plant at New Toronto will be considered in all probability.

Out on the Coast

By JOHN WETMORE

Los Angeles, Aug. 2.—Commercial car selling in the Pacific region in the first half of 1926 while not quite so marked a success from the standpoint of percentage gains over the previous year as that scored by new passenger car sales was a good and growing business. It was measured by an 8 per cent. increase in California a 19 per cent. gain in Oregon and a jump of 63 per cent. in Utah, 1925 registration figures for Washington being unavailable at present for purposes of comparison.

John Wetmore

There were issued in California up to the end of June, 1926, according to Motor Registration News, 9,247 licenses for new motor trucks, which was a gain of 686 sales. Incidentally in the first half year the ratio of motor truck sales to the total was 7.9 per cent. The registration record of California's fifteen best sellers was:—

	June 1926	June 1925	6 mos. 1926	6 mos. 1925
1—Ford	590	715	2970	3891
2—Graham Bros.	232	131	1102	619
3—Chevrolet	207	132	1023	611
4—Dodge Bros.	196	170	1253	971
5—Reo	79	65	396	344
6—Federal	71	42	328	193
7—Moreland	62	27	254	124
8—Mack	55	47	354	215
9—International	53	22	164	158
10—White	51	40	331	242
11—Republic	21	15	115	83
12—G. M. C.	20	35	140	212
13—Fageol	18	11	58	64
14—Autocar	16	26	115	104
15—Yellow Cab	14	3	32	24

In the first half-year there were 156 registrations of motor stage coaches in California, as contrasted with 107 during the same period of 1925. The ten best sellers were: Fageol, 22; Buda, 17; Reo, 17; Yellow Cab, 16; Graham, 14; Pioneer, 12; Studebaker, 12; White, 9; Mack, 8; Pierce-Arrow, 7.

Oregon's motor truck dealers, with their half-year gain of 19.17 per cent., fared almost as well as did its passenger car merchants, with their 21.7 per cent. increase over the first six months of 1925. Sales, according to Motor Register of Oregon, were 1,086, an increase of 208 over last year. June sales of commercial cars were 136, a gain of 25, or 22 per cent. over last year. Oregon's motor truck registration record follows:—

	June, 1926	June, 1925	6 Months 1926	6 Months 1926
1. Ford	50	66	533	629
2. Chevrolet	19	5	177	43
3. Graham	18	10	144	67
4. White	8	3	76	49
5. Studebaker	7	1	33	35
6. Yellow Cab	3	..	10	..
7. Federal	2	..	47	34
8. Reo	2	3	36	21
9. G. M. C.	2	9	33	62
10. Fageol	2	1	10	10

Washington motor truck dealers also did good business sharing in the prosperity of the new passenger car merchants, whose increase in the half year was 43.5 per cent. Sales for June were 493 and for the first six months of this year 2,702. The sales record for both these periods of the ten best sellers, according to R. L. Polk & Co. figures appearing in Motor Register of Oregon, was:—

	June 1926	6 months 1926
1—Ford	242	1,524
2—Chevrolet	93	397
3—Graham	26	145
4—White	20	119
5—Mack	13	64
6—International	12	4
7—G. M. C.	10	50
8—Reo	10	49
9—Kenworth	5	26
10—Garford	5	15
11—Moreland	5	12

Utah, however, was the star for Western performers in percentage gains with an increase of 63 per cent. from registrations of 724 motor trucks for the half year, a gain in sales of 281. Comparison of 1925 and 1926 six months registrations of the eight best sellers were: Ford, 350-365; Dodge, 91-101; Chevrolet, 15-80; Graham, 14-63; International, 17-37; United, 15-22; Reo, 20-20; White, 14-12.

Used Cars Prove Trying Problem in Countries Abroad

(Continued from Page 1)

ceived by the government for information and assistance in finding foreign markets for the surplus used cars in the United States. Where duty is assessed on a specific basis proportionately higher rates are paid on second hand cars. Consequently the foreign customer, it is explained, would not be getting a commodity at a price consistent with the actual value of the car purchased.

The policy of the department in discouraging such sales abroad seems to have been warranted as there have been no reports of the successful exportation of American second-hand cars being carried out.

In order that American manufacturers could be advised as to developments in the situation, a recent questionnaire was submitted to the foreign representatives of the department, with the result that twenty-six quarterly sales surveys for the second quarter of the year have been received.

The majority of the reports stress the fact that the uncertainty of servicing used cars abroad is the main obstacle to their importation. In addition, where used cars of a make already represented in foreign territories are being exported, purchasers of such cars would encounter an unwillingness on the part of the representatives to give service on cars which were not sold by them.

Belgium

Assistant Trade Commissioner Leigh W. Hunt at Brussels, reported that the used car situation in Belgium "is serious, as old open cars are being turned in on new closed models, and the present market for touring cars and roadsters is practically non-existent."

Automotive dealers in The Netherlands are up against the same bugbear as those in the United States, according to a report from Assistant Trade Commissioner Phillip E. McKenney at The Hague.

"It has now become a general custom for importers and dealers," McKenney writes, "to accept old cars as part payment for new vehicles. The importer or dealer is compelled to pay a high price for these cars, as he is well aware of the fact that in case he does not take over the old car his competitor will be only too glad to do so in order to obtain the new business."

Poland

The situation in Poland, as reported by L. J. Cochrane, assistant trade commissioner at Warsaw, is more encouraging, although used car sales at the present time are sustaining the market in view of the drop in the sale of new cars.

Philippines

Trade Commissioner O. M. Butler summarizes the used car situation in the Philippine Islands with the brief statement that it has not yet become a serious problem in his territory.

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Your protected Dunlop territory may still be open *Write today.*
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New Car Models Arouse Growing Sales Interest

BOSTON, Aug. 2.—The Boston automobile trade, now at the turning point of the year when the new models are making their appearance along automobile row, is, as a whole, in good shape to handle them.

As a whole, the Boston trade is carrying over very few of the previous models and used car stocks have been kept at a minimum for several weeks.

Looking back over the past year dealers generally state it has been far ahead of last year's business. Aggregate increases in sales ranging from small advances to 33 per cent. are variously reported. In no salesroom is a decrease from last year to be noted. July, ordinarily one of the dullest months of the year for the local trade, has thus far been satisfactory, showing an increase over the same month in 1925, but under June of this year.

Dealers report a quickened interest on the part of the public in the 1927 models that has never before been equalled, and the salesrooms with the new machines on exhibition are being much patronized. It is this serious interest that leads to the belief that 1927 models will go far ahead of any of their predecessors in the matter of sales.

The Cadillac Automobile Company of Boston reports its July business better by 27 per cent. than the same month last year, while the season as a whole is fully 33 per cent. in excess of the 1925 season up to the time the 1926 models appeared a year ago. This company reports its used car situation to be very good because of the careful policy it pursues on trade-ins.

F. A. Eddy, retail sales manager for the Noyes-Buick Company, New England distributor, reports a good used car business, but only a fair new car business during July. The month was about equal to July of last year, Mr. Eddy stated, but was slower than June. The year as a whole is far ahead of last season, the increase given being 25 per cent.

At Willys-Overland, Inc., New England distributor, the big topic is the amazing success that has followed the appearance of the Whippett. Herbert G. Fitch, president of the company, reports that sales have been far beyond the expectations of everybody concerned. Many dealers, he said, sold out their entire year's allotment in the first two days the new small car appeared. The season for the company as a whole will exceed last year by 50 per cent., depending on shipments. July was satisfactorily ahead of last year.

F. A. Ordway, vice-president of the Henley-Kimball Company, New England distributor for Hudson-Essex, reports the greatest July business in their history.

LOS ANGELES

Los Angeles, Aug. 2.—Without exception, leading automobile dealers and distributors here are reporting fine business, both in new and used cars, with every prospect of the condition continuing throughout the early fall months. The tourist season is at its height.

There is a real shortage of good used cars, according to dealers, who report a constant demand. Twenty-seven high-grade used cars were moved during the month of June by Stephen S. Nerney, Hollywood Lincoln dealer, most of which were guaranteed rebuilt Lincolns.

In the new car field the Elcar Pacific Company, which recently opened a retail sales store on South Flower Street, is finding the outlook very bright, according to G. J. Gollmar, president. He reports the car being very well received and applications on hand for dealerships. The company distributes Elcar in seven Western states.

Clair R. Savage, sales manager for the J. W. Leavitt Company, distributors for southern California of Peerless, reports new car sales as holding up remarkably well. He gives as one of the reasons the early showing of next year's models.

The Hupmobile Six is rapidly becoming one of the most popular cars in the six cylinder class, according to A. R. Redall, of the Greer-Robbins Company, Southern California distributor of the line. He points to the sales sheets of the company for confirmation. One day recently eighteen of these cars were delivered, a new high record.

The new duo-type car put out by Flint is creating unusual interest at the distributor salesrooms of the Perkins Motor Company, officials of that concern report. The coupe-roadster is sharing honors with the new "sixty" roadster.

Greater Oakland Six On 100,000 Mile Run

Special from A. D. N. Washington Bureau

Detroit, Aug. 2.—Mounted on a treadmill in the showroom of the Richardson - Oakland Company, Oakland-Pontiac distributor here, a Greater Oakland Six began what is claimed to be one of the most telling tests ever projected for a motor car. The machine is to be tested out in a run of 100,000 miles. No stops will be made during this test, except for fueling and oiling. It is estimated that this demonstration will require at least five months to be completed.

New Dealers

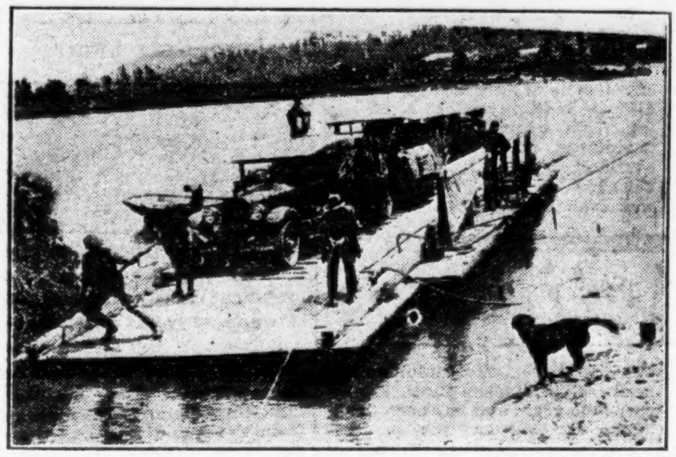
STAR-DURANT

New York, Aug. 2.—The following automobile merchants have recently taken over the sale of Star products:—

F. E. Kirkham, Escondido, Cal.; Wells & Fair, La Mesa, Cal.; Solvang Motor Company, Solvang, Cal.; Termo Garage, Termo, Cal.; W. D. Rich, Cadsby, Alta.; Sam Colwill, Castor, Alta.; Scott Brothers, Empress, Alta.; Central Garage, Hanna, Alta.; Albert Brower & G. H. Shieman, Smokey Lake, Alta.; Parsons Brothers, Westlock, Alta.; J. A. Mathe[illegible]; Miller Motor Company, Eureka, Kan.; Grant Motor Company, West Monroe, La.; Petrie & Wright, Myrtle Point, Ore.; Twin Peaks Auto Company, The Dalles, Ore.; Arni Motor Company, Seattle, Wash.; Sequim Auto Company, Sequim, Wash.; Hall Auto Company, Snohomish, Wash.; Star Sales Company, Toppenish, Wash.; Thomasson Garage, Anstead, W. Va.; Leo Kelnhofer, Minocqua, Wis.

Sunset Garage, Casa Grande, Ariz.; A. B. Johnson, Chloride, Ariz.; Verde Motor Company, Clarkdale, Ariz.; M. H. Force, Oat, Ariz.; Fincher Hardware Company, Waldo, Ark.; H. W. Curtis Motor Company, Los Angeles; Winchell's Garage, San Andreas, Cal.; San Pedro Star Motor Company, San Pedro, Cal.; Skaggs & Minto, Sausalito, Cal.; W. L. Tolten, Acme, Alta.; M. Nagel, Heisler, Alta.; H. O. Walker, Stavely, Alta.; H. Zehren, Youngstown, Alta.; C. Halderson, Lundar, Manitoba; R. J. Early, Campbellville, Ont.; J. Emile Masse, Laurier Station, Quebec; Wolfe & Mancaster, Harris, Sask.; Dean & Prasse, North Battleford, Sask.; Stribling & Snuggs Motor Company, Philadelphia; Prout Auto Sales, Jersey City, N. J.; Roesch & Klinck, Inc., Buffalo, N. Y.; Reeder Motor Sales, Reeder, N. D.; Central Garage, Baltic, O.; Mossman Auto Sales, Middleport, O.; Hampsten Motor Company, Hooker, Okla.; Springville Garage and Storage, Springville, Utah; Brotherton & Moore, Pasco, Wash.; Hadley Motor Company, Pomeroy, Wash.; Colville's Garage, Reardon, Wash.; F & F Garage, Roy, Wash.; Davis Motor Company, Casper, Wyo.

FAR AFIELD—The Hudson car shown crossing on a ferry in New Zealand indicates the extent to which automobiles of American make are in use in foreign countries. Wherever travel is at all possible the motor tourist is to be found with his camp equipment, following new trails.



(International Newsreel.)

WHIPPET ATTRACTS MANY IN SPRINGFIELD, ILL.

Springfield, Ill., Aug. 2.—No car introduced in Springfield in years has commanded the attention that the new Whippet has been given since its first appearance two weeks ago. More than 5,000 people visited the showroom of Elliott-Van Brunt, Willys-Overland dealer, during the first week the car was on display.

J. L. Elliott says many orders have been received for the new models, and it looks like the Whippet is going over in great shape here.

BUILDING FOR PACKARDS

Danbury, Conn., Aug. 2.—A steel and concrete garage and service station is being erected at the corner of Main Street and Park Place for occupancy about September 15 by the Danbury branch of Bridgeport Packard Motors, Inc.

DISTRIBUTOR SHOWS NEW MODELS UNDER TENT

Evansville, Ind., Aug. 2.—Pending the completion of extensive repairs to their new building, officials of the Fellwock Company, Cadillac, local Reo and Oakland-Pontiac distributor, were obliged to use an open lot and tent for the initial showing here of the new Oakland Six models. But so successful has this method of presentation proved in the last two weeks that the company intends to repeat the performance for future showings, according to John Fellwock, assistant manager. The tent, resembling the small circus type, drew its daily contingent in numbers with encouraging sales returns to the exhibitors.

Ohio Dealers to Have Gala Outings

Akron, O., Aug. 2.—The annual automobile dealers' picnic will be held at Springfield Lake Park on August 11 for the local organization. A parade through the downtown streets will take place at 11 o'clock.

Dealers, office assistants, sales, parts and service departments are to be represented at the outing. A sports program will be the feature of the day's events, according to Harry E. Bennett, secretary-manager for the dealers' organization.

Canton, O., Aug. 2.—Plans are being made here for the holding of a big Ford day at Meyers Lake Park, August 18. Distributors, owners and salesmen will participate in the big event, the first of its kind ever held here. Invitations have been sent to distributors and registered service operators in six counties. It is also planned to invite Henry Ford to attend the outing.

The picnic is sponsored by the Cleveland branch of the Ford Motor Company. Business men of the various counties and the Chamber of Commerce have promised their support to the affair, which will bring several thousand people to Canton. A parade of Fords is planned.

Stark county dealers at a meeting Tuesday talked over plans for their part in the event.

CHEVROLET OUTING

Alliance, O., Aug. 2.—With the Reed Boys band furnishing the music scores of machines left Alliance Saturday morning for Meyer's Lake Park, Canton, where the annual Stark County Chevrolet outing was held. Alliance and nearby Chevrolet owners assembled at the Copley Motor Company's building to begin the journey. A sport program with prizes for the winners featured the outing.

for Economical Transportation

CHEVROLET

Chevrolet leaves nothing undone to increase the selling efficiency of Chevrolet dealers and their salesmen.

A complete Sales Plan for the dealer; a result-getting Sales Manual for the salesman; a Sales Data Book for dealer and salesman; a bi-monthly, picturized sales meeting program—these are but a few of many Chevrolet selling helps that have established new earning standards for Chevrolet salesmen and new profit standards for Chevrolet dealers.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring	$510	Coach	$645	½-Ton Truck (Chassis Only)	$395
Roadster	510	Sedan	735	1-Ton Truck (Chassis Only)	550
Coupe	645	Landau	765		

All Prices f. o. b. Flint, Mich.

QUALITY AT LOW COST

GERMAN AUTO EXPERTS VISIT DETROIT PLANTS

Detroit, Aug. 2.—Dr. Edward Reichstein, managing director of the Brennabor Works, Brandenburg, Germany, with his brother, C. Reichstein, and three department heads, is in Detroit visiting the automobile plants.

The organization of which Dr. Reichstein is the active head has three departments, all devoted to transportation — automobiles, bicycles and baby carriages. The automobile plant produces a four-cylinder and a six-cylinder car, both of which are popular in Germany.

NORTH DAKOTA GAS TAX RAISED; AIDS HIGHWAYS

Bismarck, N. D., Aug. 2. — The success of the 2-cent gasoline tax law in the recent election will enable the state highway commission to let contracts and begin work this fall on projects which otherwise would have been delayed until next year.

Although the new law became effective as of July 30, 1926, no additional revenue will be forthcoming from it until the middle of September, when there should be available a net income of about $400,000, or $150,000 more than was available last year.

Dealer Activities

MONTREAL OVERLAND FIRM DOES $1,000,000 BUSINESS

Montreal, Aug. 2. — E. D. Mitchell, president of the Empire Motors, Ltd., is visiting the Toledo and Toronto plants of the Willys-Overland Company, whose product is distributed locally by the firm. Before his departure Mr. Mitchell distributed $7,000 in gold to the staff of the company in recognition of the sales record made in the past year. E. A. Robson, a member of the firm, said that in the past year, during which Mr. Mitchell first assumed the position of president, the company did a business of $1,000,000. Mr. Mitchell has gone to obtain sufficient deliveries of the new Whippet.

BRANCH SHOWROOM OPENED BY JERSEY STAR DEALER

Hackensack, N. J., Aug. 2.—The Star Motors, Star dealer for Bergen county, of 29 Banta Place, this city announces the opening of a branch showroom at 326 South Washington Ave., Bergenfield. Frank Schmitter, the proprietor, states another branch will be opened in Englewood as soon as a showroom is obtained.

DODGE DEALER ACQUIRES OPEN-AIR USED CAR SPACE

White Plains, N. Y., Aug. 2.—C. H. Jennings, Inc., Dodge dealer, Post Road, has established an open-air sales department for used cars on Central Avenue. It is a large plot, 150 feet by 200 feet, with space for about 175 to 200 cars. The location is almost a mile from the main salesroom.

NEW HUDSON-ESSEX DEALER FOR DOWNTOWN MIAMI

Miami, Fla., Aug. 2.—Announcement has just been made here of the appointment of a new Hudson-Essex dealer, located in the downtown district. The new company is a partnership of two old-time automobile men, Abe Goldman and Willard Shale. Mr. Goldman has been selling Hudson-Essex for the past nine years and has been in the motor car business for the past eighteen years, during which time he was at the head of several dealer companies. Mr. Shale has been with the Hudson-Essex distributor for the past five years. He was recently salesman for that company, which is known as the G. & S. Hudson-Essex Company.

Personal Items

GRANT GIVES UP REINS

Seattle, Wash., Aug. 2.—H. P. Grant, oldest car dealer in Seattle, has retired as head of the Seattle Automobile Company, and S. W. Bushnell now heads the firm which distributes Moon and Diana cars. Mr. Grant started selling new cars in Seattle in 1903, and has been active ever since.

AHRENS, FISHER, ON STAFF

Chicago, Aug. 2.—Don E. Ahrens has been appointed manager of the Evanston branch of the Cadillac Motor Car Company. Another addition to the Evanston staff is Lawrence Fisher, who is in charge of the company's used car department.

ALEON AT DETROIT MEET

Evansville, Ind., Aug. 2.—Edwin W. Aleon, manager of the Rickenbacker Motor Company, local Rickenbacker distributor, has been attending the annual convention of Rickenbacker distributors in Detroit.

SCHENCK IN CHARGE

New Haven, Conn., Aug. 2.—J. V. Schenck, former district supervisor for the Flint factory, has taken charge of the sales policy of the local Flint dealership. Mr. Schenck has been engaged in the selling of cars for the past twelve years.

Incorporations

NEW YORK

Albany, Aug. 2.—Newly organized automotive enterprises which have just been granted certificates of incorporation by the secretary of state include the following:—

Podell Chevrolet Company, The Bronx, $10,000; automoibles; Peter Podell, 1006 Longfellow Ave.; Louis Meyerson, 1980 Prospect Ave.; Louis Nass, 522 East 138th St., The Bronx.

Lengend Realty oCrporation, New York city, 1,000 shares no par value; securities given in payment of tractors, autos, also real estate and insurance; Joseph Kleiner, 359 Fort Washington Ave.,; Meyer Britwitz, 1440 Broadway; Murray R. Isaacs, 8121 20th Ave., Brooklyn.

Haber Garage Corporation, Manhattan, $10,000; all branches of the auto business; Aaron Haber, Jacob Haber, 1131 Longfellow Ave.

Greenberg Auto Parts and Supply Company, Brooklyn, $20,000; Harry Greenberg, Bessie Greenberg, Julian L. Klein, 819 Bedford Ave., Brooklyn.

Exclusive Auto Sales, Inc., Manhattan, $100,000; autos and accessories; Louis Rosenberg, 234 Dahill Road; Sol Feldstein, 2166 Atlantic Ave.; Yetta Gelband, 1784 East 17th St., Brooklyn.

Laschal Garage Company, Brooklyn, $8,500; automobiles, etc.; Harry Lassoff, Philip Sechter, Max Sechter, 52 Liberty Ave., Brooklyn.

Chautauqua Motor Corporation, Jamestown, N. Y., $15,000; garages, etc.; Percy J. Phillips, George H. Woodard, C. R. Phillips, 92 Sturgis St., Jamestown.

Gunther Claremont Van Company, Inc., The Bronx, $1,000; moving and storage; Frank Gunther, Harry Flashmer, Gustave Borries, 593 Jackson Ave., The Bronx.

American Luberite Corporation, Manhattan, 200 shares, no par value; manufacture lubricating machinery; Louis J. Rosett, Allen Deutsch, Abbey Wilk, 740 West End Ave., New York city.

Obituary Notes

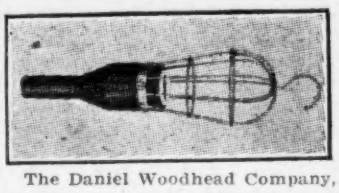
B. F. HALL

Atlanta, Ga., Aug. 2.—B. F. Hall, 50 years old, vice-president and geenral manager of the Southern Automobile Equipment Company, has died here following an illness of several months. He came to Atlanta more than twenty-five years ago and entered the automobile accessory business. At the time of his death, Mr. Hall was also vice-president of the Garage Owners' Association, and a member of the Atlanta Automobile Association, the Atlanta Chamber of Commerce, and various other civic organizations.

New Automotive Equipment

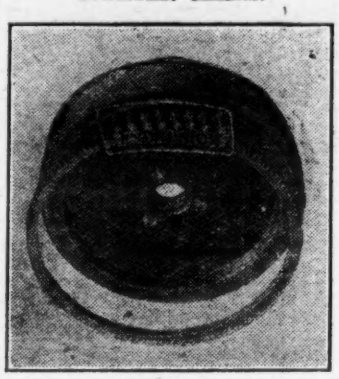
This department is devoted to the newest developments in automobile accessories, replacement parts and shop equipment. Its columns are open to manufacturers, who are invited to submit descriptions and illustrations of their latest products.

PROTEX LIGHT



The Daniel Woodhead Company, Chicago, Ill., is marketing a new drop light called the Protex, which is equipped with a solid rubber handle which they claim offers excellent protection to the user under all conditions. The bulb of the light they claim is fully protected from shock and jars, and the wiring is so attached inside that it cannot be pulled out.

STARTER GEARS.



The Springfield Manufacturing Company, Springfield, O., is marketing a line of Excelsior flywheel starter gears for which they claim easy entrance, strength and wearing qualities. Another boast of the company is that it has built up a dependable one day service that makes it possible to fill orders one day after they are received. Telegraphed orders, they claim, are filled the same day.

BUSES IN SOUTH AFRICA

Washington, Aug. 2. — Motor bus transportation in Union South Africa is making rapid progress, according to a report to the Department of Commerce. Up to the close of 1925 a total of 250,000 passengers were carried during the year.

FIRST HESS AIRPLANE MAKES GOOD IN FLIGHT

Detroit, Aug. 2.—The first airplane turned out by the Hess Aircraft Company, at Wyandotte, near Detroit, has been flown and is declared by officials of the company to be satisfactory.

The machine has a wing spread of 30 feet 9 inches, and carries four passengers and a pilot. It is powered with a 90 horse power Curtiss OX5 motor, has a top speed of 110 miles and a cruising speed of about 90 miles.

SEE MODIFICATION OF SPANISH TAX PROGRAM

Washington, Aug. 2. — The government of Spain is not likely to take any radical steps against American and other foreign cars, according to advices received by the State Department today.

Representations have been received in Spain, pointing out that the proposed discriminatory internal taxation is contrary to the spirit of the International Commercial Treaty.

Registrations in Barcelona during June compared favorably with May, with French light cars making substantial gains as a result of the depreciation of the franc. Sales of French trucks in two, three, and five-ton models, as well as American light types, are reported good. There is reported a noticeable increase in the sale of light European motorcycles.

GEORGIA GAS TAX

Atlanta, Ga., Aug. 2.—The state treasury department has just made public figures showing that gasoline taxes collected for the second quarter of 1926 for county highway work amounted to $401,079.

EVERY Big Boss In the Industry

is looking forward to these stories:

A comprehensive survey of every branch of the industry plus news of the day.
History of important companies in table form, showing date of organization, capitalization, number of employees, production development, etc., etc.
Story of the year to date and outlook in passenger car field.
Story of the year to date and outlook in parts field.
Story of the year to date and outlook in accessory field.
Story of the year to date and outlook in petroleum field.
Story of the year to date and outlook in motor bus field.
Story of the year to date and outlook in tire field.
Story of the year to date and outlook in motor truck field
Story of the year to date and outlook in dealer field.
Story of the year to date and outlook in body building field.
Story of the year to date and outlook in engineering field.
Production figures for the year in cars, trucks, buses, tires, etc.
Movement of automotive stocks during the year.
Charts, statistics. AND . . . . . .

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FIRST ANNIVERSARY REVIEW NUMBER (August 27) of
Automotive Daily News

Rates no higher *Write now for rate card*
1926 BROADWAY - - NEW YORK CITY

Brisk Business Follows Price Cuts In Tire Industry

Los Angeles, Aug. 2.—Judging from the instant buyer response being felt in the southern California tire market, following the announcement of the drops in prices of various automobile tire lines, it would seem that many consumers have been biding their time until such cuts were made. The price cuts have particularly stimulated the sale of balloon tires, local dealers report.

With the sudden drop of India tire prices from 10 to 20 per cent., Nelson & Price, Inc., who have been doing an increasingly large distributing business during the last few months, have noted a sharper upward trend in their volume.

"In our own case, we have been showing increased sales gains on India tires each month over the corresponding month last year," stated Frank Price, president and general manager of the firm, "and now with the price of India lowered, there is no limit to our sales."

"As a result of the recent reduction in prices, the sales activity of Western Giant cords, Wear Well cords and Western Giant balloons has been greatly increased all over the West," states George Pepperdine, president of the Western Auto Supply Company, "and the summer gives every indication of setting new high records for tire sales.

The Thompson-Wigam Tire Company, organized here a few months ago to sell and service Keaton non-skid cord tires, is enjoying a large and growing volume of business, it reports. It is featuring its written guarantee to service free of charge all Keaton tires sold by the firm, during the life of the tires. This does not except punctures. Buyers are much taken with the service.

EVANSVILLE, IND.

Evansville, Ind., Aug. 2.—Rounding out a month that is generally considered an improvement in sales conditions, and the present market showing up strong in demand, Evansville tire distributors regard the prospects of the last half of the summer as very bright.

"We cannot get enough tires to meet popular demand," said S. R. Hunt, manager of the Goodrich distributorship, who reports a 20 per cent. gain in sales volume at this time over the corresponding week of 1925.

With a lead of 60 per cent. in sales over July, 1925, the present month is declared the best in the history of the Kixmiller Tire Company, Firestone distributor. Prospects for the last half are said by George C. Young, manager of the local Goodyear distribution agency, to be much better than for the first half of the summer.

A. R. Brown, Lee tire store manager, reports a fair market but does not expect the sales record to equal that of 1925. The price reduction has held off sales through hopes that there may be a further reduction, according to George F. Ahlering, manager of the Autom Tire and Rubber Company, General Cord distributor.

The week ended Saturday, July 24, showed a total of $51,500 realized in sales, according to Goodyear, Mohawk, Hood, Miller, Mansfield, United States, Badger, Lee, General Cord, Firestone and Goodrich distributors. Four of these noted improvement over the preceding week, and four reported no change. Conditions in general remain about the same in sales volume as in 1925.

Balloon tires range from 20 to 75 per cent. of the demand. Clincher sizes predominate. Stocks are generally at normal stage. The most conservative estimators regard the market as pretty good.

MORELAND TRUCK MAKES GOOD DISTANCE RUN

Portland, Ore., Aug. 2.—C. M. Snow, Northwest manager of the Moreland Motor Truck Company, who accompanied the King Brothers from Grant's Pass, Ore., to Vancouver, B. C., on the test run of the Moreland six-wheeler, traveling from Mexicali, Mexico, to Vancouver, is enthusiastic over the performance of the truck over the 77-hour drive. Over mountains as well as level highway the Moreland six-wheel truck demonstrated exceptional pulling power, speed and economy of performance, and experienced no motor trouble, Snow reports.

NEW FAGEOL BRANCH

San Francisco, Aug 2 (U. T. P. S.).—The Fageol Motors Company is located in its new factory branch building in San Francisco on Howard Street. The building has 15,000 feet of floor space and adequate provision has been made for salesrooms and service department. According to W. A. Knuckley, local factory representative, the building is one of the finest equipped truck and bus offices on the Pacific Coast.

Maryland Bus Line Now Reorganized

Baltimore, Md., Aug. 2 (U. T. P. S.).—Details of the purchase of the Frederick & Baltimore Transportation Company, Inc., by Harry F. White, Baltimore, have been completed and announced by Alban W. Wood, who represented the former owners. The consideration was said to be in the neighborhood of $50,000.

The Frederick & Baltimore Transportation Company, Inc., is a Frederick, Md., concern, organized in August, 1922, by Myrtlen R. Sheets, George W. Sheets and Charles R. Sheets of New Market, Md. The company operated a fleet of six trucks between Frederick and Baltimore, and also did private hauling.

Reorganization of the company was effected by the election of Harry F. White as president, Lillian E. White as secretary-treasurer and Milton G. White as vice-president. The purchasers of the business also operate several motor lines on Maryland's eastern shore.

New Fordson Designed To Work in Timber Areas

Eugene, Ore., Aug. 2.—The Fordson is now being equipped with an arm and hands. It was already equipped with legs, but no one suspected additions of this character.

The E. C. Simmons Company, Ford and Fordson dealers here, have received a sample of the arm and hands—a large cylinder saw and attachments. The saw can handle all kinds of logs and trees, cut them up, down, sidewise or endwise. It can be swung vertically and horizontally from its universal joint and slide endwise on its sliding shaft.

V. L. Holt of Portland, Ore., is the inventor. He worked out a system of taking the power saw to the tree instead of taking the tree to the power saw. The universal saw attachment is being manufactured by the Vaughan Motor Works at Portland. The device has been approved by the Ford officials and is being sold by all Ford dealers in the state.

It can be used for cleaning land as well as sawing wood for stove use. It is claimed that this machine will fell and saw up twenty cords of oak per day. At the prevailing price for this work in Oregon it would pay all expenses and pay for itself in two weeks.

Several Ford engineers have taken an active interest in the attachment and their suggestions have been followed as to kinds of material used in its construction. All castings are of steel; gears and shafting are of chrome vanadium steel; the bearings are either ball or bronze, and all run in oil.

IDAHO'S AUTO PLATES

Olympia, Wash., Aug 2.—Idaho's 1927 automobile license plates, some 110,000 sets in number, will be manufactured at the Washington state plate mill at Walla Walla

The

Greatest Success

in a Quarter Century of Fine Car Creation

There have been many golden periods in Cadillac's quarter century of pre-eminence among the fine cars of the world—but never a time when Cadillac was so unmistakably the Standard of the World as now. How completely Cadillac dominates the high priced field is conclusively proved by Cadillac's unprecedented gain in the past 12 months' sales of 87.5% over the preceding year.

Cadillac Now Offers 50 Body Styles and Types

Five Hundred Color and Upholstery Combinations, many Exclusive to CADILLAC

To its supremacy in the realm of value and performance, which of necessity will remain unequalled for long years to come, Cadillac now adds complete dominance of its field in distinction, luxury and individuality.

50 different body types and styles, many of them exclusive and not to be duplicated, are announced for the coming year.

In combination with the widest selection of body types and styles ever presented by one manufacturer, Cadillac offers five hundred body color combinations and an unexampled range of upholstery selections. Here is a manufacturing advance literally more important than any other development since Cadillac introduced the 90-degree eight-cylinder motor.

As of this day and date, Cadillac dominates in its unmatched ability to supply every motoring requirement, to meet every individual taste and preference.

Here is an achievement in individualized service to fine car buyers which has never before been approached, and which only Cadillac is today able to offer. Throughout its years of leadership, Cadillac has never accomplished a greater feat than this solution of the problem of individual color selections.

The complete Cadillac line—including the standard models, the distinguished Fisher custom-built series, and the finest and most luxurious exclusive creations of Fleetwood—surpasses anything ever before attempted.

Cadillac today establishes itself on a new, high plane of skill and service which must inevitably add to the public acclaim that has rewarded Cadillac, in the past 12 months, with the greatest success in the history of fine car manufacture.

NEW 90 DEGREE

CADILLAC

DIVISION OF GENERAL MOTORS CORPORATION

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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Buyer Protected

ONE of the Virginia courts recently made a ruling which is of prime importance to motor car buyers, protecting their interests, as it does, in case the car purchased carries a lien before the sale. In the opinion of the court, "when a manufacturer or dealer puts a dealer in apparently rightful possession of a car for the express purpose of selling it, and he breaks faith with them, they cannot be allowed to shift upon the public the hazard of the dealer purchasing proving untrustworthy, for the law would then be countenancing a fraud."

The heart of this decision is that a purchaser is perfectly safe in going to a dealer and buying a car without searching the title to the vehicle to see that it is unincumbered.

If the courts generally accept this as a precedent, it is an important decision. While it may appear on the surface to work a hardship on the manufacturer or dealer, in the final analysis it is to the best interest of the maker and the retail seller, because, if every purchaser of a motor car were compelled to search its title before he dared to pay for it, automotive sales would be slowed down to an unbelievable extent.

Hope in Java's Rubber

WHEN the British rubber ring put on its famous drama entitled "Squeezing Uncle Sam," it brought an era of prosperity to the rubber plantations of the Dutch East Indies. The high prices were very satisfactory to the rubber growers of the Dutch colonies, who were under no necessity to limit production. Furthermore, it suggested opportunity to the government of the Indies.

The Dutch colonial government immediately began to encourage rubber growing on small plantations by the native population. It encouraged planting of rubber trees in Sumatra and Borneo, the climates of which are peculiarly well adapted to growing these trees. It is estimated by competent authorities that by 1930 there will be 800 rubber plantations on the island of Java alone.

This will mean a step toward decentralizing rubber production. The cultivation of this crop will not be in the hands of a single nation, which has been more or less the case since the British plantations took the lead in the field. Such centralization is an invitation to politicians to meddle, as they did in this case. Next to having our rubber supply under our own flag, the best safeguard that we can have for the future is to have it scattered among several nations, so that a political embargo will be difficult if not impossible to arrange.

Highway Conscripts

SO anxious are the South American countries to develop adequate highway systems that Peru some years ago put into effect a law which compelled the entire male population to spend periods varying from six to twelve days every year working on the roads. The result of this law has been the construction of 1,000 miles per annum of usable highways.

While this is a drastic measure to provide roads, it is not many years since we had a somewhat similar system in this country. In our case the law was simply a taxation measure, levying so much per annum on every property holder for the maintenance of highways. A provision of the law in almost every state allowed the farmer to work out his tax by working so many days on the roads. It used to be a common sight to see a farmer, with his team of horses and a road scraper, doing his not very intelligent best to make the road in front of his house passable. What he usually did was to scrape the grass from the side of the road into the center of the thoroughfare, where it rotted and made the road worse than before.

Peru and every other country embarking on a highway building career will find that a thousand dollars spent in expert advice and labor will bring greater results than the labor of thousands of amateurs.

U. S. CARS LEAD IN DANISH MARKET

European Competitions Growing in Medium Priced Field

WASHINGTON, Aug. 2.—American cars have taken the lion's share of the business in Denmark during the second quarter of this year, but face material competition from European makes in the future, according to a report received today by the automotive division from Commercial Attache H. Sorenson at Copenhagen.

While cars of United States manufacture are in no danger of replacement, he points out, French, Italian and English cars are gaining in popularity.

"The small Fiat, the Citroen and Morrie Cowley are all giving American cars a run for their money," the report states, "and in the medium priced field, which continues to increase in importance, a number of French and Italian cars have come on the market in considerable numbers, at the expense of the American medium priced jobs."

Sorenson explains that while this competition from France, Italy and Belgium in medium priced cars is "only a passing phenomenon" traceable to exchange conditions, it must be reckoned with as a sales factor of the future. High priced car sales continue small, he reports.

The beginning of the quarter was featured by a series of price cuts which brought the price levels of most cars to a level corresponding roughly to the position of the crown.

"The report on the co-operation of the motor bus and railway traffic will not be out for another two or three months," Sorenson writes. 'There is good reason to believe that proposals of the commission will include a complete change of taxation system from the present tax on weight and horsepower to a tax based upon weight, horsepower, gasoline consumption and rubber consumption.

"While such change, if effected, should react to the advantage of American cars, with their higher horsepower, it will, however, also in some measure prove disadvantageous to cars having a high gasoline consumption, as is the case with most American automobiles as contrasted to the majority of European makes.

"While the outlook for the coming quarter, according to all indications, cannot be considered especially promising, it nevertheless seems to be the opinion of dealers and distributors that the July quarter will also show quite satisfactory results in point of sales."

Uncertain financial conditions in France and the rise in the cost of petroleum products are contributing to the slowing up of automotive sales in Tunisia, according to a report from Consul Leland L. Smith, at Tunis.

Light models of small gasoline consuming qualities were those in largest demand during the second quarter of this year. The popularity of closed models is rapidly increasing while cheaper makes, such as the Citroen, Renault, Mathis, Peugoet, Fiat and others are those mostly purchased. Stocks are kept to the minimum and deliveries of high-priced cars are now rarely made from stock.

The Renault has been leading the field in publicity, and a number of expensive models have been noted, the report states. The few American cars that are sold are destined for rough work in the mining regions. The sales outlook for the ensuing quarter "will be quiet until September when the harvest season is over," it is predicted.

MIRRORS OF MOTORDOM

JAMES COUZENS, United States Senator from Michigan, is one of the picturesque men of the automotive industry who foresaw the advantages and opportunities that arise directly and indirectly from it. Starting from comparative obscurity as one of the pioneers of the Ford Motor Company, he attained a position of wealth and influence. Retiring from that organization in 1915 to enter public life, he carried with him his progressive views and driving personality which soon won him the name of the "rich man radical of politics." While some maintain that he is out of the automobile business for good, it is generally thought that he will be a factor in the automotive state for years to come.

ALTHOUGH now giving his energies to politics, James Couzens remains one of the most picturesque figures of the automotive world. The business is so young that each of its leaders represents in an individual way the opportunities, directly and indirectly, that rise from it.

Gov. Alvin T. Fuller, the Packard dealer of Massachusetts; Edwin Denby, former secretary of the navy; J. Walker Drake, and Percy Owen are among the automotive lights who have been drafted for government service.

JAMES COUZENS

None, perhaps, has been as conspicuous in politics, however, as James Couzens, United States Senator from Michigan. He has not associated himself actively with organization politics, and he has proved to be that unusual type in politics, the rich-man radical.

It is not the purpose here to discuss or assess the merits or demerits of the Couzens political ideas, about which there is much strong opinion on both sides. From the standpoint of the automotive world the significant thing is that he rose to his present position by the route of rubber transportation.

He was born in Chatham, Ontario, in 1872, and was educated in Detroit. Equipped with driving force and active personality, it is probable that he would have been a business success in any line. But it is a considerable difference between being a relatively prosperous merchant, or an active poltical factor, and the position of multi-millionaire. This difference is accounted for by his receptivity to new ideas, which has brought him so much opposition in politics, yet led him to embrace an opportunity which changed the entire current of his life.

Henry Ford needed money. The tall, lanky inventor was peddling shares in his motor company among all his acquaintances and having mighty poor luck at it, too. Probably most of Ford's friends thought well of him as a fellow, but also thought it a shame that he didn't get a good job and stick to it, without risking other folks' money. But Couzens had an open mind. He listened to the story. There was reason in it, he felt. Yes, he was willing to put two or three thousand into it, and to try to get more. He wouldn't mind going into the company himself.

So Couzens became one of the few early investors in the Ford Motor Company, and also its vice-president. But he was of a positive turn of mind. It is probable that his ceaseless energy led him to views and plans which did not coincide with the Ford program. At any rate, in 1915 he resigned from the Ford organization. But the association had netted him vast sums.

He turned his attention to politics. He became metropolitan police commissioner of Detroit, street railway commissioner, mayor, and then was named to fill the unexpired term of U. S. Senator Newberry.

It is generally thought that Couzens is out of the automobile business for good. But he is a relatively young man for the business world. He is president of the Bank of Detroit. The airplane industry is growing rapidly. He may have some ideas about that. Whatever the future may bring forth, Couzens for many years will be a factor in the automotive state.

Coming Automotive Events

AUGUST

1-6—Denver, Col.—Denver Post, outdoor automobile show.
9—Seattle, Wash.—Automobile show in conjunction with the Pacific Northwest Merchant's exposition, Smith's Cove.
9-10—Wrightsville Beach, N. C. Summer convention of the North Carolina Automotive Trades Association.
9-10—Wrightsville Beach, N. C. Semi-annual convention of North Carolina Automotive Trade Association.
16-22—Los Angeles, Cal.—Industrial Trade Exposition, Shrine Auditorium.
23—Charlotte, N. C. American Automobile Association, race.
26-29—Boulogne, France. Grand Prix Automobile Race, Club Nord de la France.
27-Sept. 4—Aurora, Ill. Fifth Annual Automobile Show under the auspices of the Central States Exposition.
28-Sept. 11—Toronto, Canada. National Motor Show, to be held in conjunction with Canadian National Exhibition.

SEPTEMBER

—Milan, Italy. Fifth International Road Congress.
—Prague, Czecho-Slovakia. Automobile Show.
1-2—Philadelphia, Pa., Society of Automotive Engineers, aeronautic meeting.
2—Boston. Convention of the New England tire dealers under the auspices of the Boston Tire Dealers' Association.
1-20—Milan, Italy. Fifth International Road Congress, road exhibitions to be held concurrently with the congress, affording American automotive manufacturers a chance to exhibit.
6—Altoona, Pa.—American Automobile Association, race.
7-10—New Haven, Conn., Sixth Annual New Haven machine tool exhibition.
20—Chicago. International Steel and Machine Tool Exposition and Convention, Municipal Pier.
21-22—Chicago, Ill., Society of Automotive Engineers, Production engineering meeting.
21—Rochester, N. Y. Hearings of New York state gasoline tax bills, Hotel Sagamore.

OCTOBER

4-8—Cleveland, O., American Electric Railway Association, forty-fifth annual convention and exhibition, Public Auditorium.

Financial News of the Automotive Industry

Chandler's 1927 Line Embraces 19 Body Types

(Continued from Page 1)

d ledges are edged in distinctive heridan gray.

four-passenger counpe has n added to the Chandler Big line.

This, listing at $1,675, is finished ow-tone sheridan gray and silgray lacquer, set off with a inctive black bead molding with cial striping. The wheels are shed in sheridan gray, with a t gold stripe.

There is a new walnut-finished rument board containing, in adon to the usual instruments, a stant-reading gas gauge and diometer (to show the temperaof the cooling system).

Other poular models of the Big series include the new five-senger twenties century sedan, duced $155, to $1,495.

The new Big Six seven-passen-t sedand with its lowered body es and aristocratic dark blue quer exterior has been reduced 0, to $1,795.

The new touring cars of five d seven-passenger capacity, th color options of two-tone ay-green or Luxor blue, upstered in hand-buffed leather, e closely priced at $1,545 and ,645, respectively.

The new 1927 Bix Six Comrade adster has been made doubly ractive by its lowered body lines d striking two-tone olive green pearl gray finish, with special ping on the neat black bead.

The Special Six series on the new andler chassis of 116-inch eelbase, with a smaller Pike's k motor of 3⅛-inch bore by -inch stroke, offers five models ging in price from $1,145 for fifve-passenger touring to 295 for the five-passenger sedan.

The feature car of the line is 1927 Special Six Sedan, finhed in two-tone sagebush green and upholstered in a beautiful shade of blue-gray mohair.

The Special Six Two-Passenger Coupe is finished in a striking blue and buff lacquer, and has its wheels finished in gleaming black.

The Special Six De Luxe Coupe for two is finished in two-tone green with a beautiful, specially striped black bead.

The touring cars of five-passenger capacity are also offered on the Special Six chassis.

The Standard Six series with a 109-inch wheelbase and a 3 1-16 x 4½ inch motor has seven attractive models priced from $945 for the five-passenger touring to $1,135 for the sport roadster for two. Two touring cars, two two-passenger coupes, two five-passenger sedans and the sport roadster comprise the seven distinct models.

The standard touring is finished in to-tone biege brown. The standard de luxe touring is finished in two-tone sagebrush green and carries natural wood wheels.

The new Standard Six roadster is finished with a biege brown upper structure and Nevada gray below the upper bead. It, too, carries natural wood wheels as standard equipment.

The Standard Six two-passenger coupe is finished in blue and buff lacquer with black wheels. Optional color choice is two-tone Brewster green and sagebrush green. This model is upholstered in hand-buffed leather, with corduroy as an optional choice.

The standard de luxe coupe for two comes in two-tone green with a neat black bead specially striped. Its wheels are of Brewster green with a neat stripe of gold to set them off. Upholstery is genuine mohair.

The Standard Six sedan for five is finished in lotus blue and black lacquer with a special gold stripe on its black bead.

The Standard Six de luxe sedan, also of five passenger capacity, is offered in attractive Brewster green and sagebrush green lacquer. Its wheels are of Brewster green with a neat gold stripe.

CONDITIONS IN POLAND

Washington, Aug. 2.—A cable to the Department of Commerce from Warsaw, Poland, states that sale of automobiles is dull, due to low finances of prospective customers.

MOTOR GASOLINE IN CHICAGO GOES UP

Chicago, Aug. 2.—Refiners quote 11¾ cents a gallon for motor gasoline, but the bulk is moving at somewhat lower figures. General tone of the market continues strong.

United States motor gasoline 58.60 gravity is 11½ to 11⅝ cents, against 11½ cents previously. **Water white kerosene is 8 to 8½ cents, against 8¼ to 8½ cents. Fuel oil prices are holding firm.**

FAVORS PIERCE-ARROW

Buffalo, Aug. 2.—The Norton-Keating Sand Company of New York has purchased twelve additional Pierce-Arrow dual-valve trucks. It now has a total of 93.

Automotive Stock Dividends

Company.	Period.	Amount.	Payable.	Record.
Studebaker common	Quarterly	$1.25	Sept. 1	Aug. 10
Studebaker preferred	Quarterly	1.75	Sept. 1	Aug. 10
Hayes Wheel common	Quarterly	.75	Sept. 15	Aug. 27
Hayes Wheel preferred	Quarterly	1.87½	Sept. 15	Aug. 27
B. F. Goodrich common	Quarterly	1.00	Sept. 1	Aug. 16
B. F. Goodrich preferred	Quarterly	1.75	Oct. 1	Sept. 15
Allis-Chalmers common	Quarterly	1.50	Aug. 16	July 24
American Chain, A	Quarterly	.50	Sept. 30	Sept. 20
American-La France F. E. common	Quarterly	.25	Aug. 16	Aug. 2
Auburn Automobile common	Stock	5.00	Aug. 1	July 20
Eaton Axle and Spring common	Quarterly	.50	Aug. 1	July 15
Electric Storage Battery common	Quarterly	1.25	Oct. 1	Sept. 7
Electric Storage Battery preferred	Quarterly	1.25	Oct. 1	Sept. 7
Firestone T. & R. common	Quarterly	1.50	July 30	July 10
Firestone T. & R. 7s preferred	Quarterly	1¾%	Aug. 15	Aug. 1
Fisk Rubber 1st preferred	Quarterly	1.75	Aug. 2	July 15
Fisk Rubber con. 1st preferred	Quarterly	1.75	Aug. 2	July 15
Franklin Automobile Co. preferred	Quarterly	1¾%	Aug. 1	July 30
Kelsey Wheel Co.	Quarterly	1.75	Aug. 2	July 21
McCord Radiator	Quarterly	.50	Aug. 2	July 20
Moon Motor	Quarterly	.75	Aug. 2	July 15
Mullins Body Corp.	Quarterly	2.00	Aug. 1	July 17
Nash Motor Co.	Extra	1.00	Aug. 2	July 20
Nash Motors Co.	Semi-annual	1.00	Aug. 2	July 20
Packard Motor Car Co.	Extra	5%	July 31	July 17
Packard Motor Car Co.	.....	15%	Aug. 31	Aug. 14
U. S. Rubber	Quarterly	2.00	Aug. 14	July 20

YOUR BEST BET
DURING THE
SUMMER MONTHS

SUN-RAY
SUPER
METAL POLISH
BODY FINISH

LESS WORK
BETTER RESULTS
LASTS LONGER

Write for Samples

SUN-RAY SALES CO.
3839 W. MADISON STREET
CHICAGO, ILL.
5-15 LACKAWANNA PLACE
SO. ORANGE, N. J.

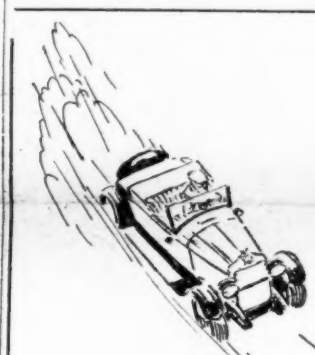
RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous, 1926 High	Previous, 1926 Low	Previous, 1926 Div.		Sales	High	Low	Close	Net Change
⅝	10	....	Advance Rumely	500	13½	12½	12½	— ⅛
	7½	....	Ajax Rubber	2,300	9	8½	8½	— ⅜
⅛	78¼	6	Allis-Chalmers	15,400	91½	85¼	90	+ 4½
¼	23¼	2	Am. Chain, A	500	25⅝	25⅜	25½	— ⅛
⅝	12½	1	Am.-La France	1,700	13⅛	12¾	12⅞	....
½	25	2	Briggs Mfg. Co.	3,400	29⅝	29	29	— ½
	11¾	....	Chandler-Cleve. Motor	300	12½	12	12½	+ ⅜
	94½	5	Chicago Pneumatic Tool	6,400	116⅝	113	113	— 1
⅝	28½	3	Chrysler Corp.	276,400	38	34½	37¾	+ 1⅞
	93	8	do pf	600	104	103½	104	+ 1⅜
	9⅞	.80	Continental Motors	11,700	11	10½	11	+ ⅜
6¾	21¼	....	Dodge Bros. A	189,800	34¾	32⅛	34¼	+ 1¾
1	79½	7	Dodge Bros. pf	9,000	89	88⅛	88½	— ⅜
2¾	23⅞	2	Eaton Axle & Sprin.	4,400	29⅞	28½	28⅝	— ⅜
56⅝	71½	6	Electric Stor. Battery	4,300	85	80⅝	84	+ 2⅞
16¼	14¼	....	Fisk Rubber	23,900	18⅛	17½	17¾	+ ⅛
14¼	76⅞	7	do 1st pf.	600	80⅛	79⅞	80	— 2
2	29	4⅝	Gabriel Snubber	3,900	33⅛	31½	32⅞	+ ⅛
9¾	5½	....	Gardner Motor	700	6⅝	6⅜	6⅜	— ⅛
14¾	113½	16	General Motors	1,239,800	194¾	165½	189½	+ 23⅞
4	99	6	do pf	100	104	104	104	+ 2
8¾	15⅜	2	Glidden Co.	5,700	17¾	16⅛	17⅛	+ 1½
0¾	45½	4	Goodrich Co.	6,100	51	47¾	49½	+ 1⅝
09¾	98½	7	Goodyear T. & R. pf.	2,600	106½	105	105	— 1
16	30¼	3¼	Hayes Wheel	500	32¾	32½	32½	——
13¼	40⅝	3½	Hudson Motor Car	302,500	72½	59½	72½	+ 12⅝
38⅝	17	1	Hupp Motor Car	10,800	24⅛	23	24	+ ⅜
6	21	3	Jordan Motor Car	6,200	25⅜	23½	24	— 1½
21½	12¼	....	Kelly-Springfield	2,600	13⅞	13⅛	13⅞	+ ⅜
2⅛	½	....	Keystone T. & R.	1,500	¾	⅝	⅝	....
14	8	....	Lee Rubber & Tire	1,400	8⅝	8	8½	— ¼
159	113½	6	Mack Trucks	64,100	127¼	118¼	124¾	+ 5½
113	109¾	7	do 1st pf.	300	112½	111½	112½	— ½
3	27	2	Marlin Rockwell	1,200	30	28¼	29½	+ ⅛
3	17	2	Martin Parry	600	22	21¾	22	+ ⅛
4¾	30	2	Miller Rubber	800	37	35⅛	35½	— 1⅛
37⅝	19½	3	Moon Motors	6,900	24	22⅞	23⅞	+ ⅞
53⅝	33⅝	3.60	Moto Meter A	4,000	43¼	42	42	— 1¼
33⅞	22	2	Motor Wheel Corp.	1,900	23⅜	23	23½	— ¼
18⅞	3	....	Murray Body	20,000	9⅜	8	8⅛	— ⅛
66	52	3	Nash Motors	73,900	60⅛	53⅝	60	+ 6½
15⅛	7	.80	Norwalk T. & R.	600	8⅛	8	8	....
45⅛	31⅝	2.90	Packard Motor Car	10,100	42¼	40⅝	42	+ 2
28½	13⅞	1.80	Paige-Detroit Motor	10,600	16½	16	16	+ ⅛
43⅛	19	....	Pierce-Arrow	32,000	29⅜	27½	29	+ 1⅛
116	76½	8	do pf	3,300	114¼	110	112¾	+ 3
10⅝	5½	....	Reynolds Spring	2,200	6⅛	6¼	6¼	....
31⅜	18⅞	....	Spicer Mfg. Co.	4,500	23	22	22⅛	....
92⅜	68⅞	6	Stewart-Warner Speed	13,600	75	72¼	73	+ ⅜
61⅞	47	5	Studebaker Co	6,700	57¼	52⅝	57	+ 3⅛
82¼	44⅞	4	Timken Roller Bear.	119,000	62¼	54½	61	+ 7
98¼	56¼	....	U S Rubber	26,400	60⅜	56½	58⅞	+ 2⅛
109	101½	8	do 1st pf.	700	106¼	106	106¼	+ ⅛
90	51⅛	4	White Motors	48,100	60⅜	57½	60	+ 2⅜
34	18	....	Willys-Overland	11,100	29½	17¾	28⅜	+ ⅞
99	91⅛	7	do pf	1,600	96⅛	95⅝	96	+ 1¼
32⅞	20	.72	Yellow Tr and C.	35,700	25⅜	23½	24⅞	+ 1¼

NEW YORK CURB MARKET

Sales		High	Low	Last	Net Chge.
100	Auburn Auto	54½	54½	54½	....
300	Brill Corp. A	35⅝	35⅝	35⅝	+ ¼
100	do B	16	16	16	— ⅜
100	Brockway T	38	37⅞	38	+ 1¼
900	C G Spring	14⅛	13⅝	14⅛	— ⅝
10	Caterpil'r Tr.	145	145	145	+ 2⅛
300	Curtiss A&M	17	17	17	....
400	Doehler D C	17⅞	17	17¼	— ¼
11200	Durant Mo.	6⅝	5⅞	6½	+ ⅝
1500	Fageol Mot.	4½	3¾	4	+ ¼
1700	Federal M T	48½	45	47¼	— ⅛
1500	Fed M T nw	24⅞	23	23⅞	....
300	Firest 7s pf	98⅝	98	98	— ⅛
50	Ford Can.	510	508	510	+ 4
5300	Goodyear	36⅝	34⅝	35⅛	— 1⅜
6800	Reo Motor	20⅛	19⅝	20	....
600	Rep M T ctf	5⅝	4⅞	5⅝	+ ⅝
3800	Rickenbackr	4	3⅝	3⅞	+ ¼
3800	Stutz Motor	25¼	24⅛	24⅛	— 1⅜
1400	Yel Taxi NY	15⅝	15⅛	15⅛	— ⅜



AHEAD OF EVERYBODY

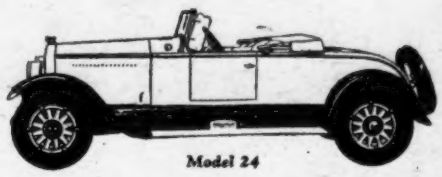
ON August 5th, a 20 year-old company of world-wide success will announce a real engineering innovation. Everyone who appreciates how new traffic conditions are revolutionizing motor design, will want to see this complete and radically new car.,, Watch for the announcement, August 5th—and remember the name—

The Jubilee "6-60"

227

for the first time!

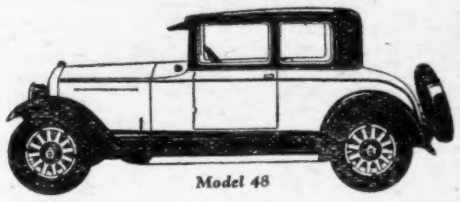
volume makes possible these values



Model 24

Series 115

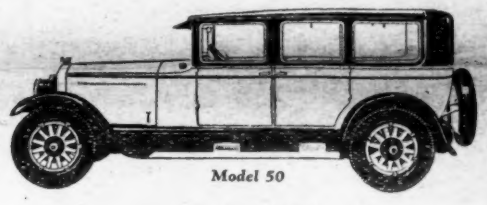
5 Passenger 2-door Sedan	(Model 20)	$1195
4 Passenger Sport Roadster	(Model 24)	$1195
5 Passenger Sport Touring	(Model 25)	$1225
2 Passenger Coupe	(Model 26)	$1195
4 Passenger Country Club Coupe	(Model 26s)	$1275
5 Passenger 4-door Sedan	(Model 27)	$1295
4 Passenger Coupe	(Model 28)	$1275



Model 48

Series 120

5 Passenger 2-door Sedan	(Model 40)	$1395
5 Passenger 4-door Sedan	(Model 47)	$1495
4 Passenger Coupe	(Model 48)	$1465



Model 50

Series 128*

7 Passenger Sedan	(Model 50)	$1995
5 Passenger Brougham	(Model 51)	$1925
4 Passenger Sport Roadster	(Model 54)	$1495
4 Passenger Country Club Coupe	(Model 54c)	$1765
5 Passenger Sport Touring	(Model 55)	$1525
5 Passenger Coupe	(Model 58)	$1850

Actual Freight and Government Tax to be added

Buick Motor Cars are new designated by their wheelbase lengths. Series One Fifteen has 114½ inches of wheelbase. Series One Twenty is 120 inches from axle to axle and Series One Twenty-Eight measures 128 inches.

The GREATEST BUICK EVER BUILT

WHEN BETTER AUTOMOBILES ARE BUILT
BUICK WILL BUILD THEM

VALVE-IN-HEAD Buick MOTOR CARS